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REVOCATION OF PRIOR POWER OF ATTORNEY AND APPOINTMENT OF NEW ATTORNEY	Application Number	09/372,416 - Conf. #1373
	Filing Date	August 11, 1999
	First Named Inventor	Jonathan Dorfman
	Title	EASILY MODIFIABLE MACRO TAG FOR INTERNET, etc.
	Group Art Unit	2178
	Examiner Name	T. Huynh
	Attorney Docket No.	B2745.0023/P0023


I hereby revoke all powers of attorney previously granted and hereby appoint:

☐ Practitioners at Customer Number 
OR
☒ Practitioner(s) named below:
Customer Number Bar Code

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Eric Oliver	35,307	Ryan H. Flax	48,141

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

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I am the:

☐ Applicant/Inventor.
☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name	Benzion A. Wachsman
Signature	<i>Benzion Wachsman</i>
Date	July 25, 2003

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required. See below.

☐ *Total of 1 forms are submitted.

**REVOCATION OF PRIOR POWER OF ATTORNEY
AND APPOINTMENT OF NEW ATTORNEY
(Supplemental Sheet)**

Attorney Docket No.

B2745.0023/P0023

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Edward A. Meilman	24,735		
Charles E. Miller	24,576		
Christopher A. Monsey	53,342		
Keith D. Nowak	27,367		
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Michael J. Scheer	34,425		
Stephen A. Soffen	31,063		
Ellen S. Tao	43,383		
Gary L. Veron	39,057		
Michael A. Weinstein	53,574		
Steven I. Weisburd	27,409		
Peter Zura	48,196		
Jeremy A. Cubert	40,399		
Gianni Minutoli	41,198		
Michael Bergman	42,318		
Salvatore P. Tamburo	45,153		
Peter A. Veytsman	45,920		
Christopher S. Chow	46,493		



PTO/SB/96 (05-03)

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STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Jonathan DorfmanApplication No./Patent No.: 09/372,416Filed/Issue Date: August 11, 1999Entitled: EASILY MODIFIABLE MACRO TAG FOR INTERNET ADVERTISINGBEH Investments LLC

(Name of Assignee)

, a

Limited Liability Company

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.

The extent (by percentage) of its ownership interest is _____ %

in the patent application/patent identified above by virtue of either:

- A. [] An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

- B. [x] A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Dorfman, Jonathan To: Flycast Communications Corp.

The document was recorded in the United States Patent and Trademark Office at
Reel 010167, Frame 0961, or for which a copy thereof is attached.

2. From: Flycast Communications Corp. To: Engage Technologies

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3. From: Engage Technologies
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[] Additional documents in the chain of title are listed on a supplemental sheet.

- [] Copies of assignments or other documents in the chain of title are attached.

[NOTE]: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

July 24, 2003

Date

(718) 851-8687

Telephone Number

Benzion A. Wachsman

Typed or printed name

Benzion Wachsman

Signature

Authorized Signer for Assignee

Title

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